

**GENERAL POWER OF ATTORNEY  
TO PROSECUTE APPLICATIONS BEFORE THE US PTO  
(For Assignee of Entire Interest)**

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint the Practitioners associated with the Customer Number **06449** as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to the address associated with Customer Number **06449**.

**Assignee Name and Address:**

Webloyalty.com, Inc.  
101 Merritt 7, 7th Floor  
Norwalk, CT 06851


**NOTE:** A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

**ACKNOWLEDGEMENT AND CONSENT BY ASSIGNEE  
TO OBTAIN INSTRUCTIONS FROM ANOTHER PARTY**

Assignee hereby acknowledges that the practitioners appointed herein may obtain instructions as to any action to be taken in the U.S. Patent and Trademark Office on any application to which this power of attorney may be directed, or on any patent resulting from any such application, from assignee's third-party agents or attorneys, or other designee, who have been authorized by assignee to convey such instructions, and assignee expressly consents to this arrangement. In the event of a change in the persons from whom instructions are to be taken, the practitioners appointed herein shall be so notified by the assignee.

**SIGNATURE of Assignee of Record**

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee.

Signature of Authorized Representative	
Typed or Printed Name	Richard Fernandez
Typed or Printed Title	CEO
Date	4/8/09

**STATEMENT UNDER 37 CFR 3.73(b)**

Applicant/Patent Owner: Jussi Ketonen et al.

Application No./Patent No.: 6,973,478

Filed/Issue Date: 12-06-2005

Titled:

AUTONOMOUS LOCAL ASSISTANT FOR MANAGING BUSINESS PROCESSES

Webloyalty.com, Inc.

, a Corporation

(Name of Assignee)

(Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest in;
2. ☐ an assignee of less than the entire right, title, and interest in  
(The extent (by percentage) of its ownership interest is \_\_\_\_\_ %); or
3. ☐ the assignee of an undivided interest in the entirety of (a complete assignment from one of the joint inventors was made)  
the patent application/patent identified above, by virtue of either:

A. ☐ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy therefore is attached.

OR

B. ☒ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

1. From: Inventors To: E-Traffic, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 011528, Frame 0974, or for which a copy thereof is attached.

2. From: E-Traffic, Inc. To: Topmoxie, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 023449, Frame 0130, or for which a copy thereof is attached.

3. From: Topmoxie, Inc. To: Loyalty Ventures, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 021040, Frame 0739, or for which a copy thereof is attached.

☒ Additional documents in the chain of title are listed on a supplemental sheet(s).

☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, to record the assignment in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

Signature

Date

Richard Wydeven, Registration No. 39,881

Attorney for Applicants

Printed or Typed Name

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

**STATEMENT UNDER 37 CFR 3.73(b)**  
**(Continuation sheet)**

A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as follows:

4. From: Loyalty Ventures, Inc. To: Webloyalty.com, Inc.

The document was recorded in the United States Patent and Trademark Office at

Reel 022542, Frame 0728, or for which a copy thereof is attached.